

# Edinburgh 2058

**The Edinburgh 2058 Olympic Games** envision a world united through shared strength. Where resilience and human potential come together on a global stage.

Rooted in a city defined by endurance and cultural legacy, this vision extends beyond sport, celebrating the collective power of nations, individuals and communities to rise, connect and move forward together.

**The roots of Edinburgh's identity stretch back centuries. Shaped by Celtic origins, fortified through conflict and elevated through knowledge, culture and innovation. From its earliest foundations to its role as a global center of learning, Edinburgh has long stood as a symbol of resilience and progress.**

**Throughout history, the city has endured, rebuilt, and evolved. Its strength measured not only in stone walls and strongholds, but in the ideas, people and movements it has inspired. Like the Olympic Games, it represents more than a place; it reflects a spirit that connects generations and transcends borders.**



# BRAND FRAME WORK

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**Purpose:** For centuries, the story of Edinburgh has been shaped by resilience. A city built, tested and strengthened over time. Strength is not only found in moments of victory, but in persistence, growth, and the will to move forward. It lives within every individual striving to overcome, to improve and to rise every single day.

**Vision:** Strength in a constantly changing world is not found in standing alone, but in standing together. It is the recognition that every nation and every individual carries a story shaped by challenge, resilience, and growth. True strength is not uniform, it is built through diversity, forged through shared struggle, and realized through collective progress.

**Values:** We honor strength, not only physical but cultural and personal. We embrace unity, bringing people together across all differences. We uphold respect for individuals, for communities.

Through these values, we recognize that what connects us is greater than what divides us.

**Positioning:**  
Unite the world  
through shared strength.

The Edinburgh Games are a global gathering where nations, cultures, and perspectives come together. A celebration of resilience, identity and connection.

**Stronger. Together. Forward.**



# BRAND CHARACTERISTICS

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The **Edinburgh 2058** Olympic Games are built on the idea of unity through strength. Strength is defined through connection, resilience and shared progress. Rooted in **Edinburgh's** legacy and shaped by a global perspective, the identity represents a collective human experience. These characteristics form the foundation of how the Games are expressed visually and conceptually.

## Unified

A world no longer divided, but connected.

Where nations come together through shared purpose, mutual respect, and global collaboration.

## Resilient

Built through history, challenge, and growth.

Strength is shaped over time through adversity and progress, reflecting both the spirit of **Edinburgh** and the journey of athletes.

## Human

Centered on people, stories, and lived experience.

Beyond competition, the Games highlight personal growth, cultural identity, and the shared emotions that connect us all..

## Enduring

Rooted in legacy, designed for the future.

Inspired by a city that has stood the test of time, the identity balances tradition with forward-thinking vision.

## Collective

Strength exists in unity, not isolation.

Progress is achieved together, reflecting a global community moving forward as one.

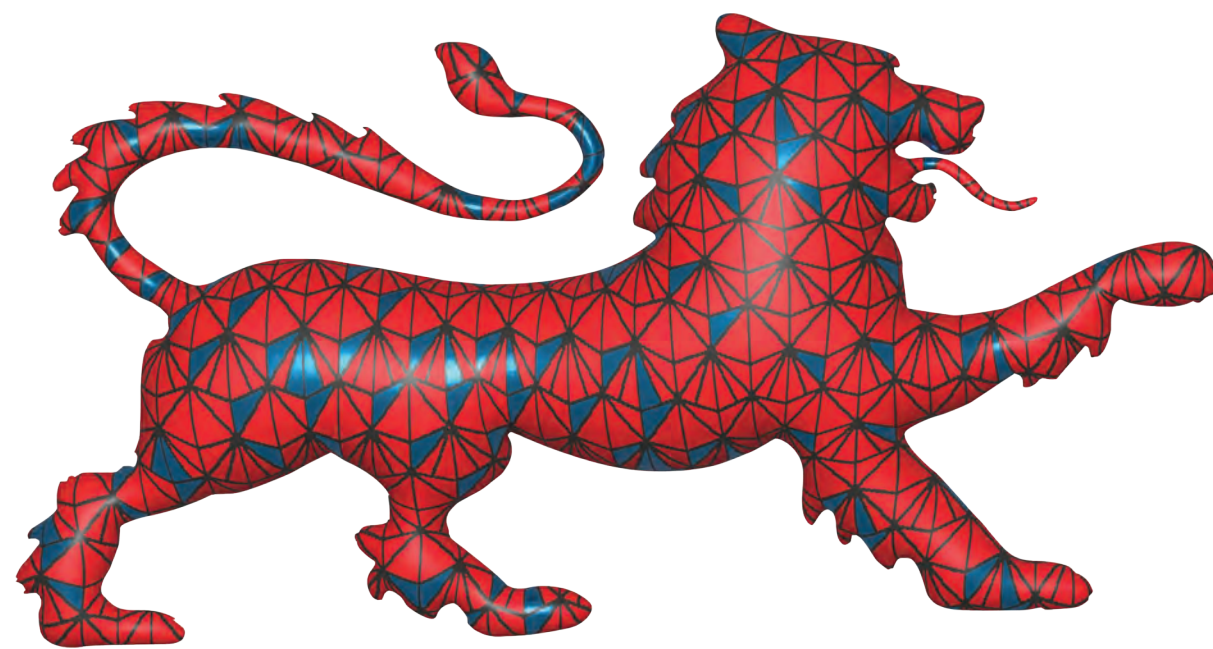


# SYSTEM ELEMENTS

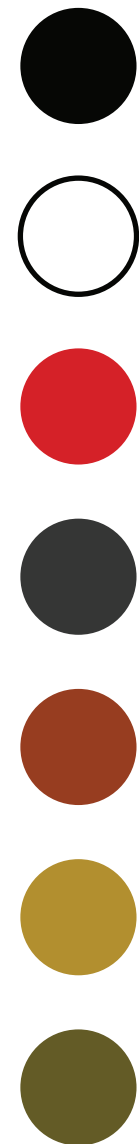
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These elements make up the visual system for the **Edinburgh 2058** Olympic Games. The system works together to create a cohesive identity, reflecting the city's legacy of resilience and a global vision of unity through strength.

## Visual Identity



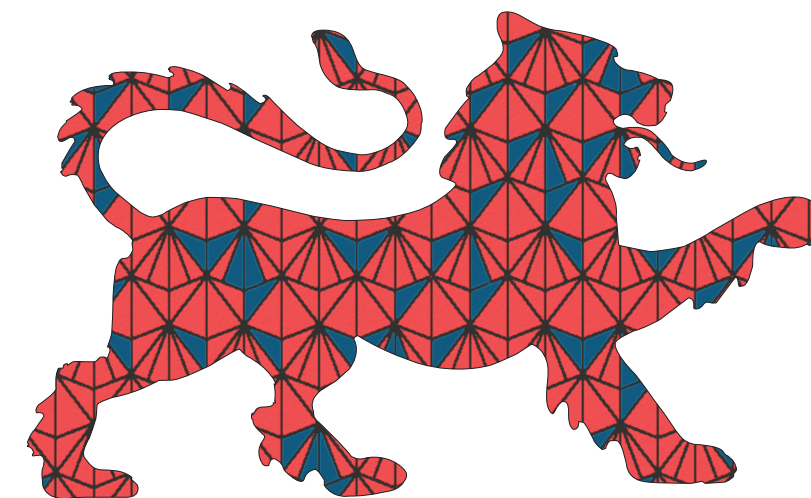
## Colors



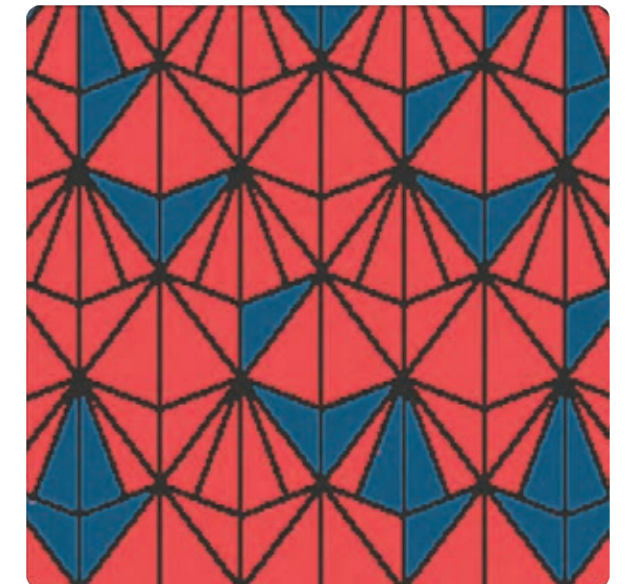
## Typography

ABCDEFGHIJ  
KLMNOP

### Supporting Elements



## Patterns



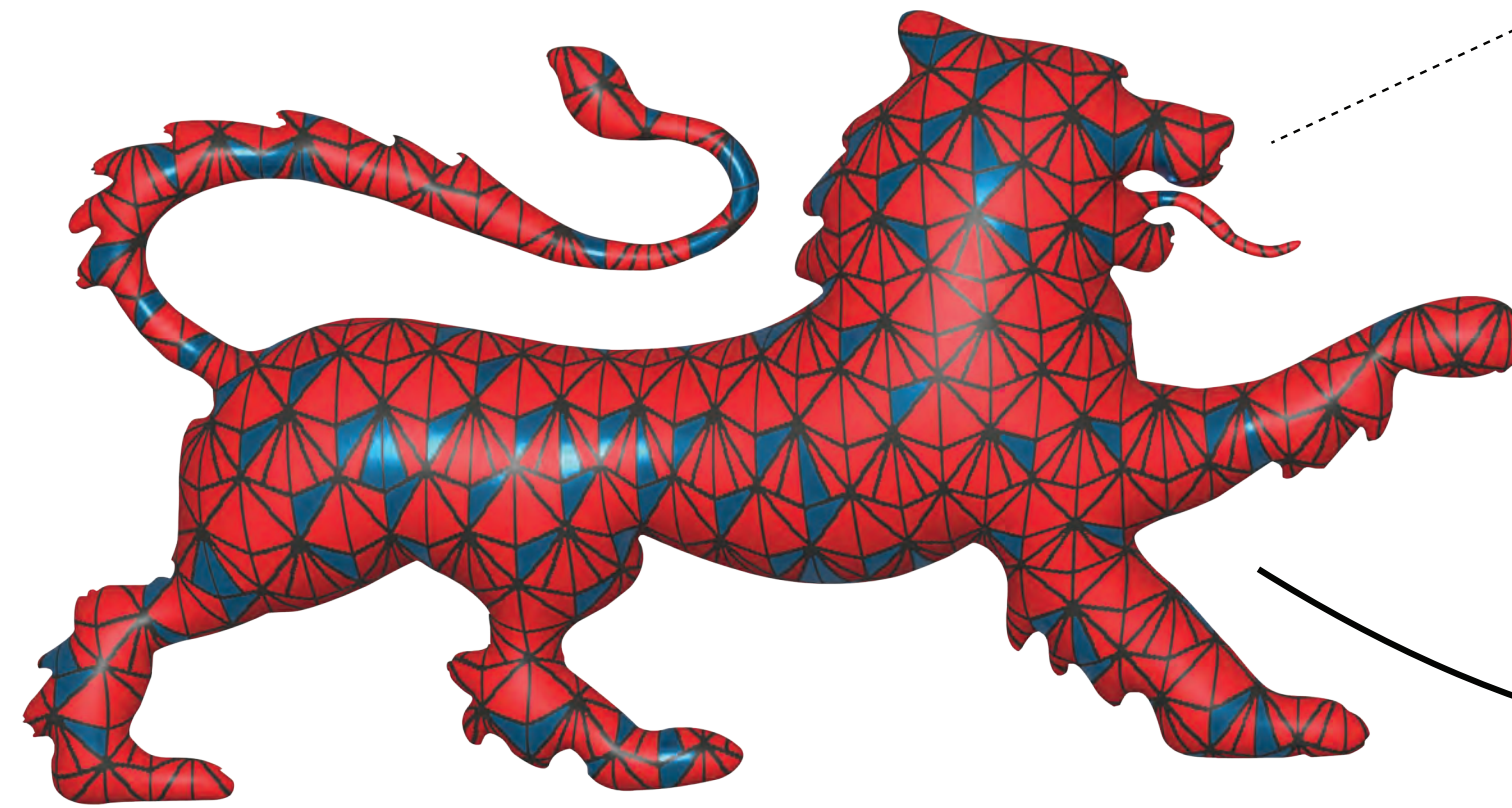


A city shaped by resilience becomes a global stage where strength is shared, expressed and celebrated together.

# VISUAL IDENTITY SYSTEM

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The primary symbol is inspired by the **Lion Rampant**, a historic emblem of Scotland. Representing courage, authority and sovereignty. The lion is reinterpreted to reflect a modern vision of strength.

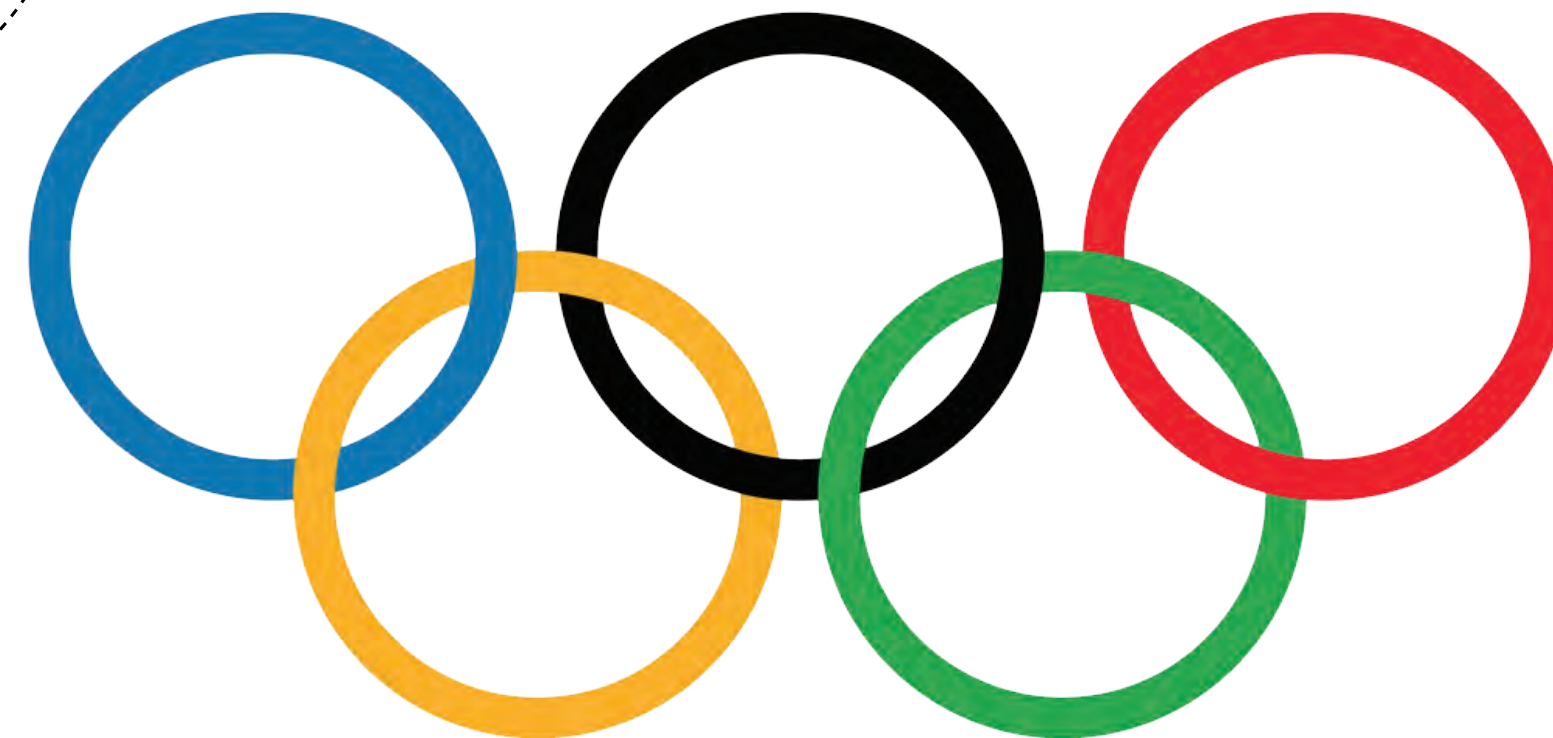


The **blue hue** references the United Nations, symbolizing unity, diplomacy and a future where nations stand together.

**Edinburgh 2058**

The **geometric pattern** draws from royal architecture and knight armor. Expressing structure, protection, and a sense of collective strength.

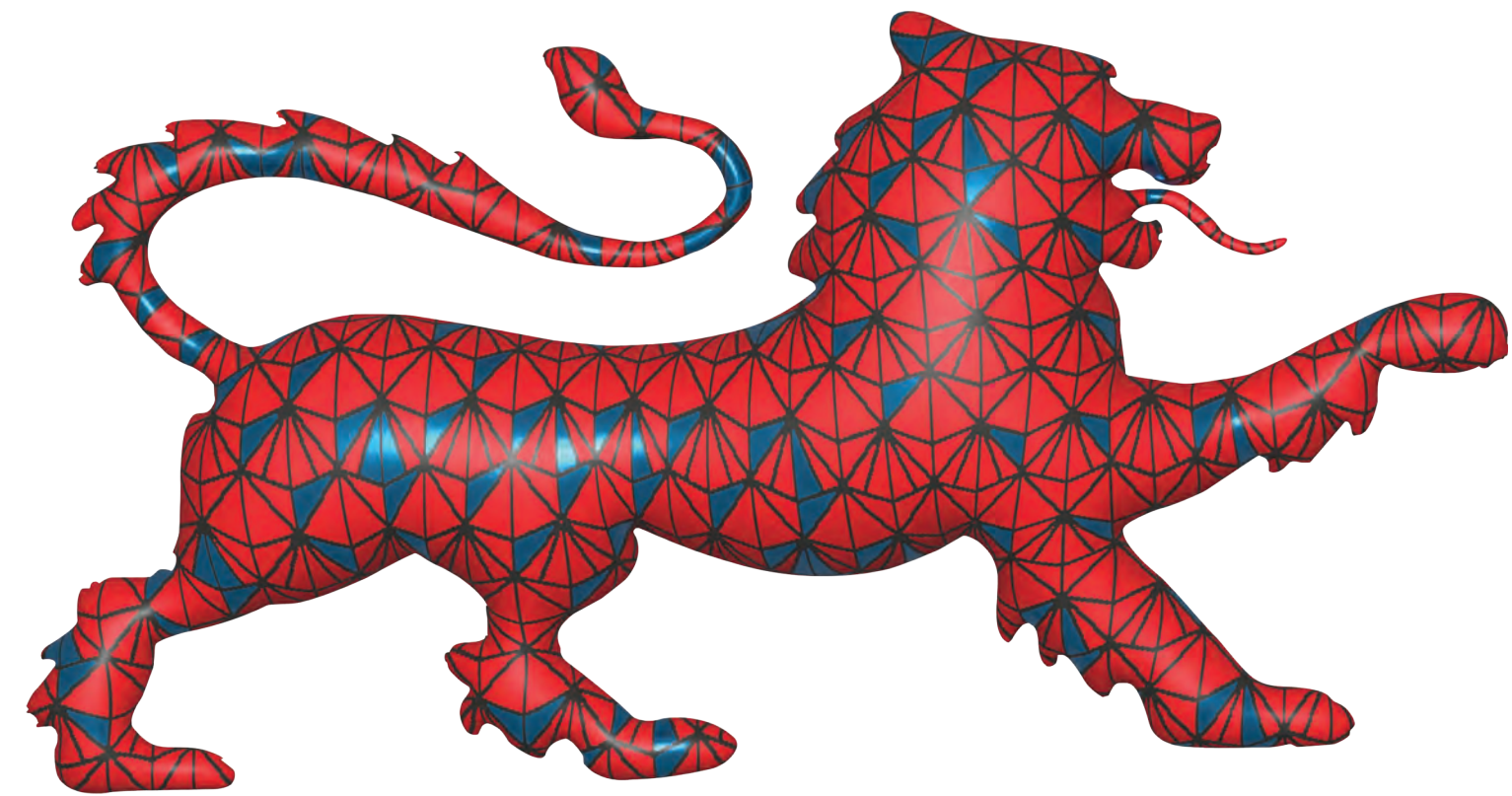
The typography draws from **Blackletter** forms, referencing medieval European script and reinforcing Edinburgh's historical and cultural foundation..



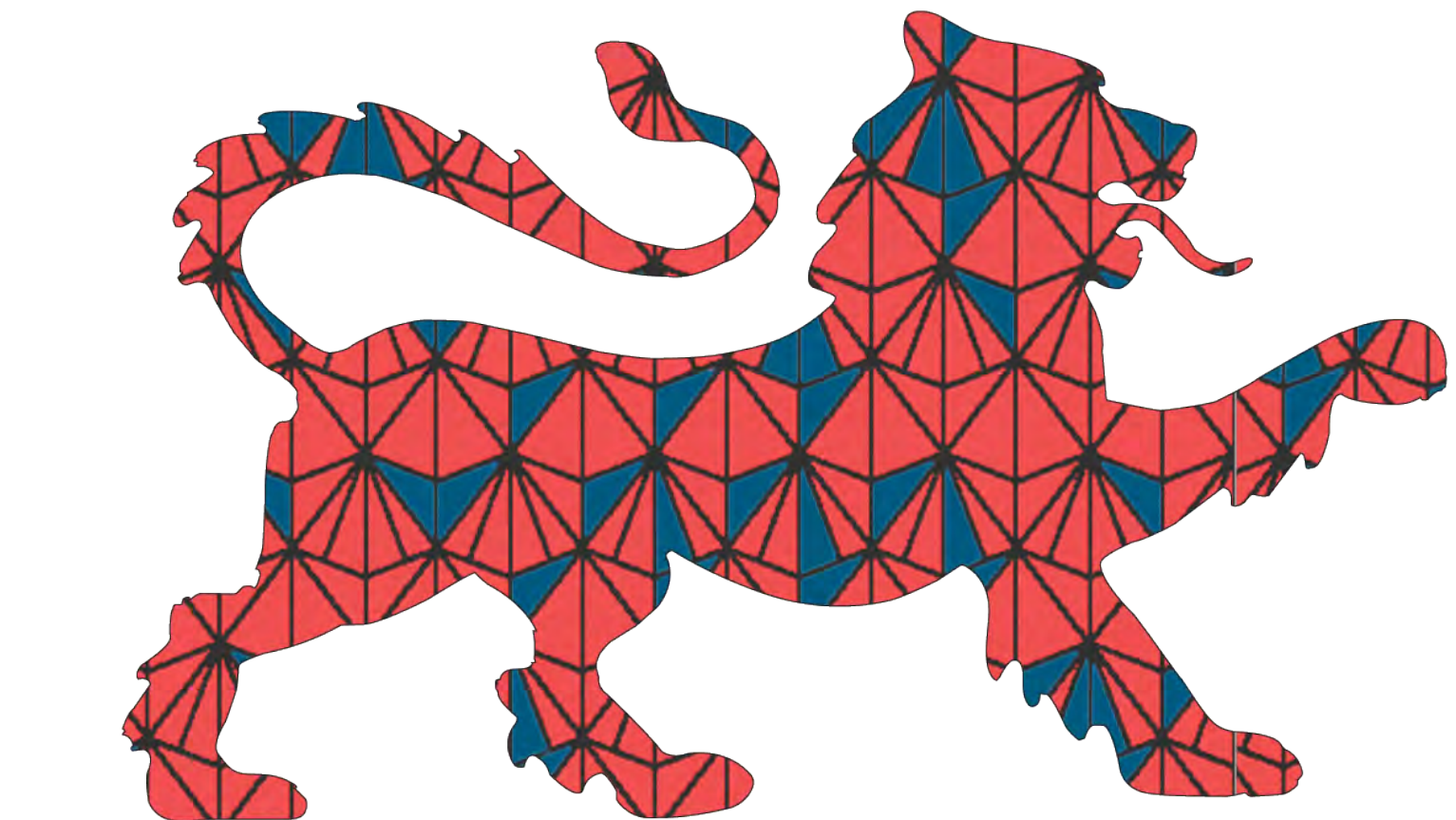
Olympic Rings

# VISUAL IDENTITY SYSTEM

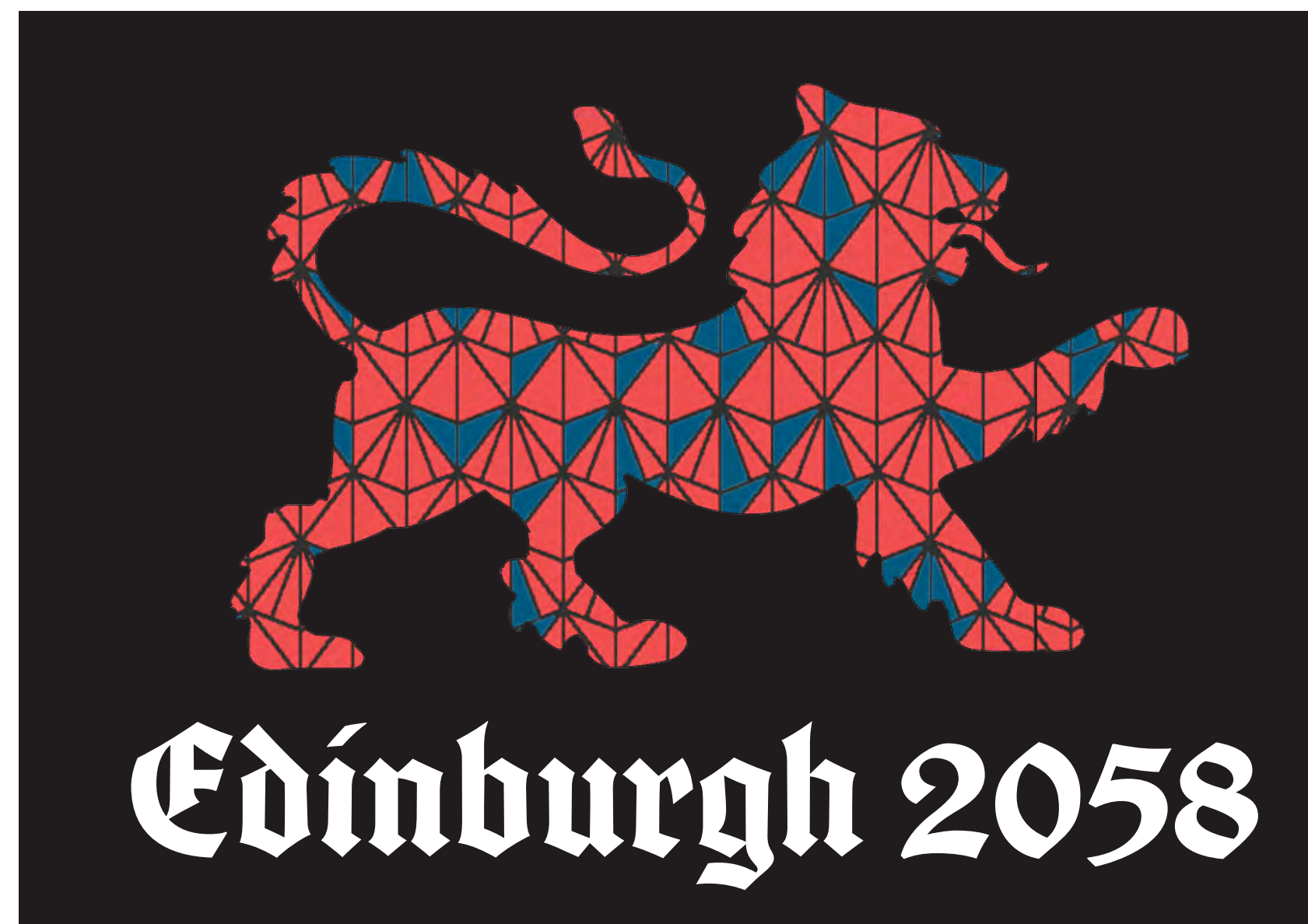
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**Edinburgh 2058**

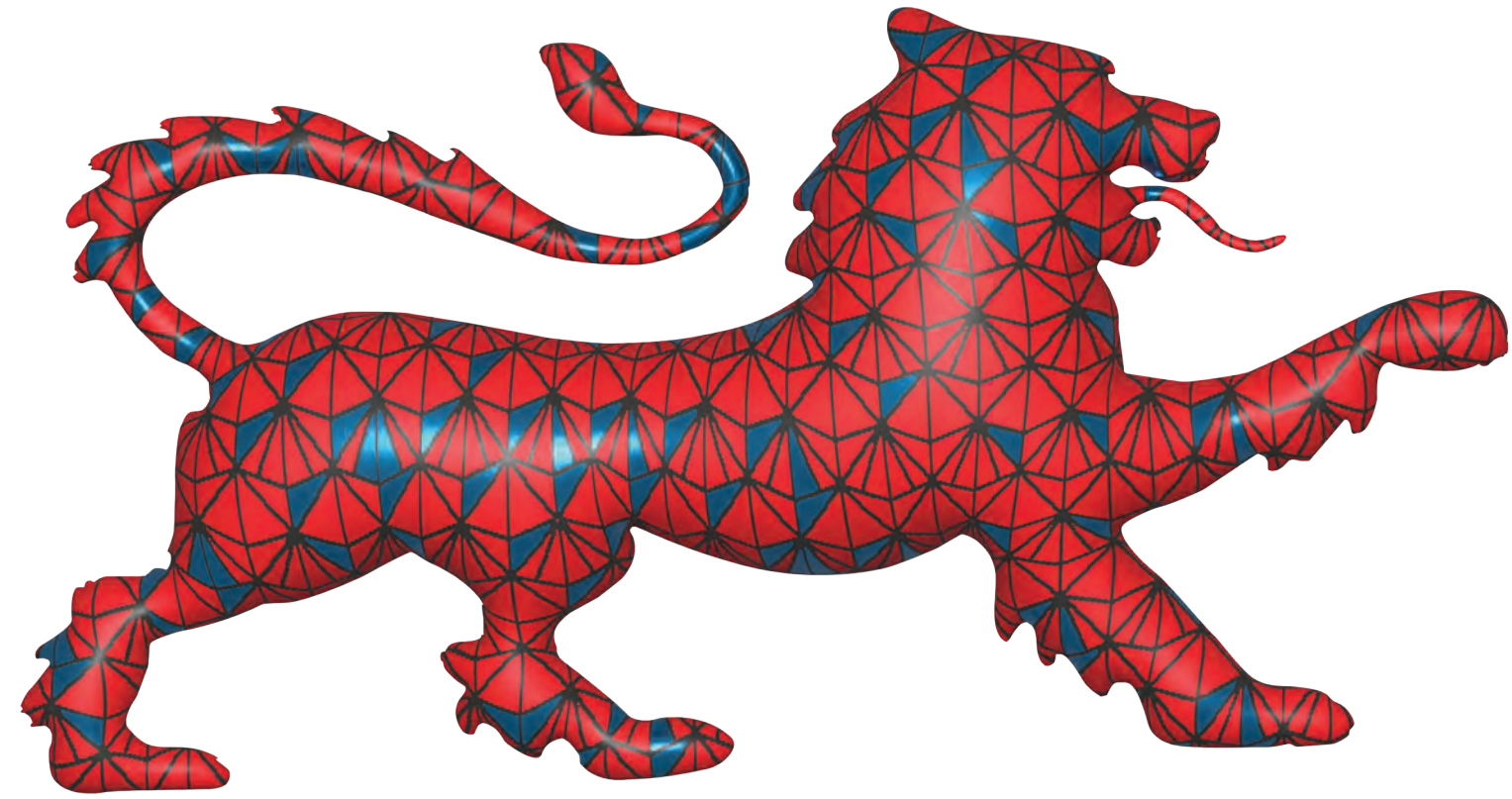


**Edinburgh 2058**

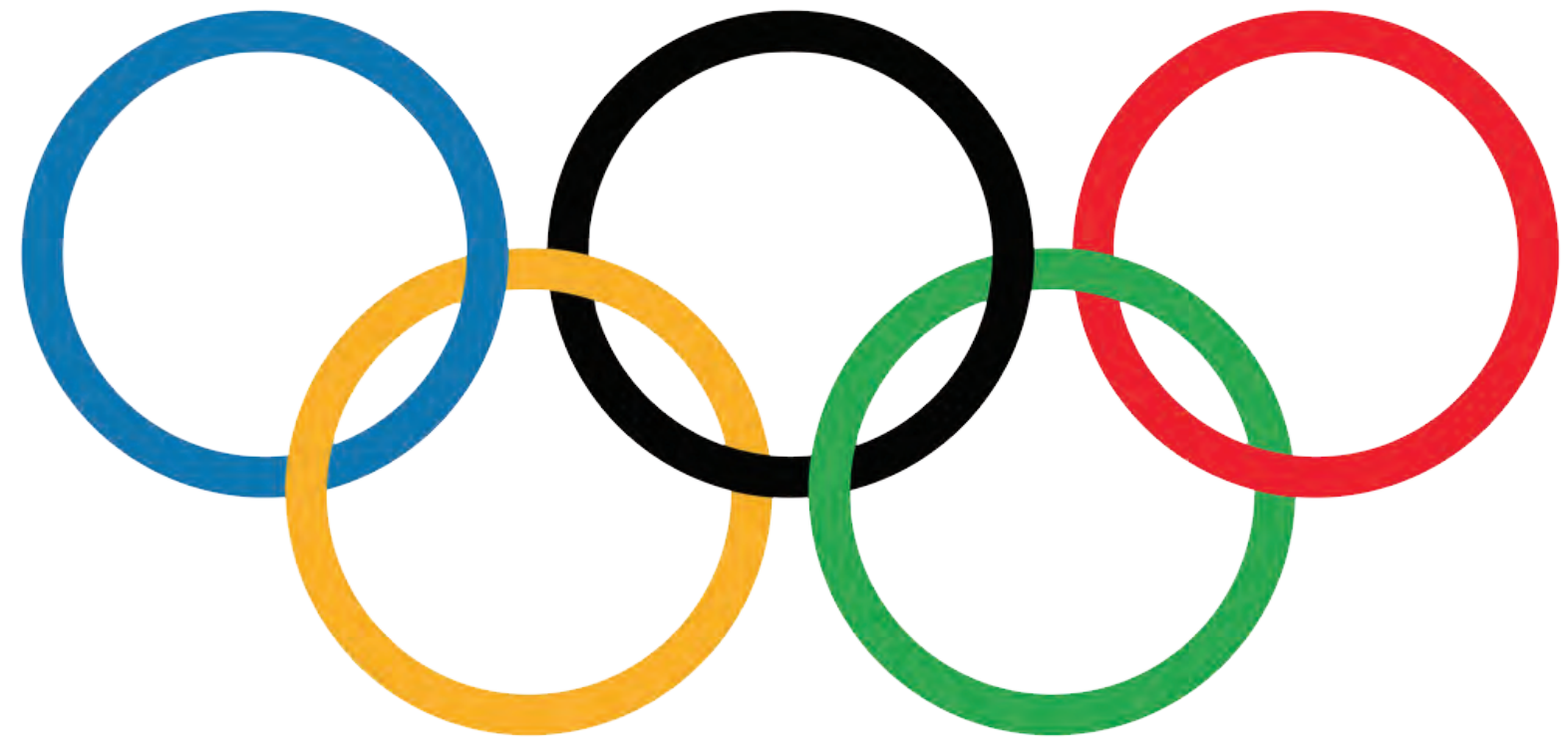


# VISUAL IDENTITY SYSTEM

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**Edinburgh 2058**



# VISUAL IDENTITY SYSTEM

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# COLOR

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**11, 99, 98, 2 #D32128**



**69, 62, 61, 55 #363636**



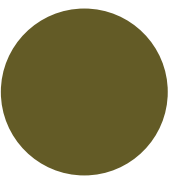
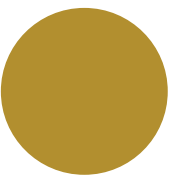
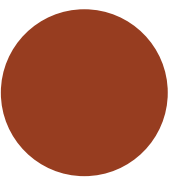
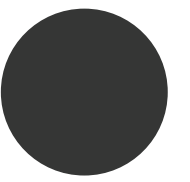
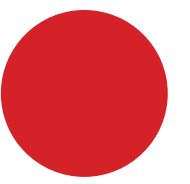
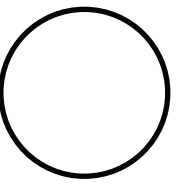
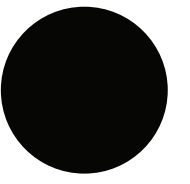
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**29, 39, 100, 05 #b28f2f**



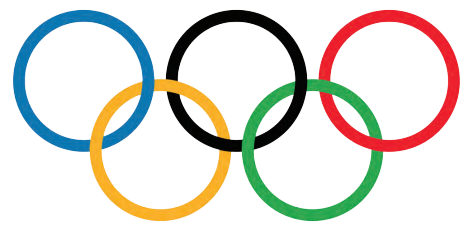
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# TYPOGRAPHY

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EDINBURGH  
2058  
SCOTLAND



GAMES OF THE  
MMLVIII OLYMPIAD

EDINBURGH  
2058  
SCOTLAND

Edinburgh 2058

OLYMPIC HEADLINE

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

1234567890

Cabazon

abcdefghijklmno  
pqrstuvwxyz

1234567890

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## **Credits:**

### **Design & Concept:**

Visual identity, concept development, and design execution by Sterling Bridgmon.

### **Image Credit:**

Photo by Gabriel Alenius on Unsplash

Photo by Haley Parson on Unsplash

Photo by Kenrick Mills on Unsplash

Photo by Sabina Sturzu on Unsplash

Images sourced from Unsplash.com

## **Research Sources**

Research and historical references were informed by official Edinburgh resources, including Edinburgh Castle and Historic Environment Scotland, as well as publicly available articles, documentaries, and educational content exploring the city's cultural and architectural history.

Additional insight was gathered through online research, including search engines, educational websites, and video content such as documentaries and historical discussions.

## **AI Assistance**

Research structuring, writing support and concept development assisted by OpenAI ChatGPT.

## **Educational Use Notice**

This project is a conceptual academic design project and is not affiliated with, endorsed by, or produced by the International Olympic Committee or the City of Edinburgh.

**THANK YOU**